



Australian Government

Department of Education, Employment and Workplace Relations

BSBADV510A Create mass electronic media advertisements

Revision Number: 1

BSBADV510A Create mass electronic media advertisements

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to communicate the key features of a product, service or idea to a consumer using mass electronic media.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals working in a supervisory or management advertising role within an advertising team or media organisation who are primarily responsible for the development of mass electronic advertisements. Individuals undertaking this unit may develop mass electronic media advertisements themselves or coordinate a team to produce the advertisement.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Interpret a creative brief	1.1. Confirm the <i>central idea</i> or creative concept, technique/s for expressing the idea/concept and <i>mass electronic media</i> to be used 1.2. Identify and check the <i>advertising content</i> and <i>supporting information</i> for accuracy and completeness 1.3. Confirm the time, schedule and budget requirements for creating the advertisement/s 1.4. Identify <i>legal and ethical constraints</i>
2. Create a radio advertisement	2.1. Determine the length, pace and format for the radio advertisement in accordance with the creative brief and the allocated budget 2.2. Determine the content of the opening, middle and close of the radio advertisement to create impact, introduce the central idea, provide support for key product benefits, and provide information to facilitate consumer action 2.3. Prepare scripts to meet the <i>requirements of the producer and performer/s</i> and the allotted time 2.4. Ensure the radio advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements
3. Create a television or cinema advertisement	3.1. Determine the length, pace and <i>format</i> for the advertisement in accordance with the creative brief and the allocated budget 3.2. Prepare scripts and storyboards to record the visual plan and to identify <i>creative elements</i> that meet the requirements of the creative brief 3.3. Ensure the advertisement attracts attention and sustains interest through coordination of action and motion visual effects, with audio to support the visual image/s 3.4. Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements
4. Create an internet, web or podcast advertisement	4.1. Determine and produce copy and design elements to communicate the required image, features and benefits of the product or service 4.2. Size and position each element of the advertisement to achieve balance and focus for the advertisement 4.3. Ensure typeface selections suit the product and the

ELEMENT	PERFORMANCE CRITERIA
	<p>central idea of the advertisement, and the <i>layout</i> balances white space and margins</p> <p>4.4. Design site map, navigation buttons, frames and multiple pages for ease of use</p> <p>4.5. Ensure sound, animation and graphics do not distract from the content of the advertisement</p> <p>4.6. Ensure the advertisement meets the requirements of the advertising brief and that it meets legal and ethical requirements</p>

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- creativity and innovation skills to write engaging scripts, and to use visual and design techniques to communicate advertising messages efficiently and effectively
- research, data collection and evaluation skills to compare and weigh advantages of one medium over another, and to match characteristics with media requirements
- literacy skills to interpret the characteristics of different media and to match them to the requirements of the advertising brief
- technology skills to use a range of office equipment and software.

Required knowledge

- industry, services, products and organisation
- legal and ethical requirements relating to the advertising industry
- principles and purposes of advertising
- principles of consumer behaviour and influences on buyer behaviour
- principles of creative elements in electronic advertisements
- range of available advertising approaches for different markets
- identification and overview knowledge of key provisions of relevant legislation from all levels of government that affects business operations, codes of practice and national standards, such as:
 - anti-discrimination legislation
 - consumer protection laws
 - copyright legislation
- ethical principles
- fair trading laws
 - privacy laws
 - Trades Practices Act
- requirements for advertising timelines, budget, central idea, resources as specified in the advertising brief.

Evidence Guide

EVIDENCE GUIDE	
<p>The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.</p>	
Overview of assessment	
Critical aspects for assessment and evidence required to demonstrate competency in this unit	<p>Evidence of the following is essential:</p> <ul style="list-style-type: none"> • the production of at least three mass electronic advertisements in accordance with an advertising and creative brief, including: <ul style="list-style-type: none"> • a radio advertisement • a television or cinema advertisement • a web or podcast advertisement.
Context of and specific resources for assessment	<p>Assessment must ensure:</p> <ul style="list-style-type: none"> • access to advertising copy to be used in the advertisement • access to an actual workplace or simulated environment • access to office equipment and resources • access to advertising and creative briefs.
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • analysis of responses to case studies and scenarios • assessment of written reports/examples of mass electronic advertisements • demonstration of techniques used to create mass electronic advertisements in a workplace or simulated environment • direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate • oral or written questioning to assess knowledge of principles of consumer behaviour and influences on buyer behaviour • review of internet, web or podcast advertisements.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:</p>

EVIDENCE GUIDE	
	<ul style="list-style-type: none">• BSBWRT501A Write persuasive copy.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

<p>Central idea may include a verbal (text or headline) or visual (illustration) device used to present the content to the reader, listener or viewer of the advertisement, such as:</p>	<ul style="list-style-type: none"> • analogy and association • case histories • celebrities • continuing characters • demonstrations • exaggerated situations • fantasy • photographic tricks or special effects • product uses • recipes • slice-of-life situations • testimonials
<p>Mass electronic media may include:</p>	<ul style="list-style-type: none"> • cinema • internet • podcasting • radio • television
<p>Advertising content may include information to be communicated to the audience such as:</p>	<ul style="list-style-type: none"> • brand or image factors • competitive advantages • features of the product/service • where the product/service may be obtained • product/service price • product/service colour
<p>Supporting information may include:</p>	<ul style="list-style-type: none"> • evidence to support the claimed benefit • purchasing information • reassurances for existing users • requirement to specify the target audience
<p>Legal and ethical constraints may include:</p>	<ul style="list-style-type: none"> • codes of practice such as those issued by: <ul style="list-style-type: none"> • Advertising Federation of Australia • Australian Communications and Media Authority • Australian Competition and Consumer

RANGE STATEMENT	
	Commission <ul style="list-style-type: none"> • Australian Performing Right Association • Commercial Radio Australia • Free TV Australia • cultural expectations and influences • ethical principles • legislation, including occupational health and safety legislation • policies and guidelines • regulations • social responsibilities such as protection of children, environmental issues • societal expectations
<i>Advertising copy</i> consists of:	<ul style="list-style-type: none"> • the words used in print and broadcast advertising
<i>Requirements of the producer and performer/s</i> may include:	<ul style="list-style-type: none"> • audio direction • coordination of music and sound effects with spoken words • cues • descriptions • detailed message content • instructions • manner of delivery • words to be spoken
<i>Creative elements</i> may include:	<ul style="list-style-type: none"> • action progression • action scenes • audio details • camera shots • composition of film and video shots • film and video details • graphics effects • interaction of audio and video • key frames • lighting effects • location • music • props • set • sound effects • talent

RANGE STATEMENT

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| | <ul style="list-style-type: none">• voices |
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Business Development - Advertising
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Co-requisite units

Co-requisite units	